

# Adaptive Multimedia Messaging based on MPEG-7

## Description:

- ❖ A multimedia messaging scenario is realized based on MPEG-7
- ❖ MPEG-7 metadata describes the message components and the relations between them
- ❖ Multimedia messages can be adapted automatically to a wide range of devices whose characteristics are not known by the sender
- ❖ MPEG-7 related technologies are used to signal preferences and to adapt the messages
- ❖ Receiver driven control of the message presentation allows convenient and personalized consumption of multimedia messages

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